

ŠMÍDOVÁ, Radka. Advertisements in magazines Pestrý týden and Pražský ilustrovaný zpravodaj. Praha, 2019. 75 s. Diplomová práce (Mgr.). Fakulta sociálních věd, Institut komunikačních studií a žurnalistiky. Katedra mediálních studií. Vedoucí diplomové práce doc. PhDr. Pavla Vošahlíková, DrSc.

Abstract

This master's thesis maps the development of advertising in the Czech press during the First Republic, specifically between 1927 and 1937, on the example of two illustrated weeklies - Pestrý týden and Prague Illustrated Newsletter. It looks at the period under review in the context of the country's economic situation, social settings and lifestyle, where the middle classes have formed the country's economic and social balance, helping to bring new products to mass consumption. Women's emancipation, the technological development of the media as well as the development of advertising as an industry and the increasing level of ad targeting for their audience were also important. The thesis examines how advertisements in two magazines approach their readers and try to get their attention, what are their specifics, and especially what development occurred in the period of 10 years during the First Republic, when the Czech advertising industry was evolving, looking up to the American pattern. The research was carried out by a quantitative content analysis of the advertisements of both magazines from 1927 and 1937. The historical-comparative method was selected to work with the data, which allowed two magazines to be examined simultaneously in two different time periods, both comparatively and in terms of their individual development.

Keywords

advertisement, first republic, magazines, print, Pestrý týden, Pražský ilustrovaný zpravodaj